



## **2022 Call for Volunteer Committees, Advisory Boards, and Councils**

### **2022 International Volunteer Committee Options**

*International committees serve a vital role to the organization. Each council, committee, or task force is commissioned on an annual basis by that year's chair of the International Board of Directors and MPI's president and CEO to provide MPI vital industry perspective on urgent concerns in the community, as well as perform fundamental governance functions for MPI Global. These committees have an objective for the 2022 year, which they seek to accomplish for purposes related to needs identified by the MPI International Board of Directors.*

#### **Chapter & Membership Advisory Council (CMAC)**

Objective: Provide feedback and input on MPI Global initiatives and strategy as requested by MPI staff on issues directly impacting chapters and members. Provide input on issues presented through the MPI Cares program. Will provide input and recommendations on the RISE awards educational programs and the FACT (Facilitator & Chapter Training) Program.

#### **Diversity, Equity & Inclusion Committee**

Objective: Identify objectives and key results that will help MPI achieve its inclusion, diversity and equity goals across leadership, chapter membership and communities. To build upon the three pillars; maintaining the equality & justice resource page, promoting the value of data collection and advising collaborative methods to build a diverse community of MPI members empowered to reinforce MPI as a thought leader that contributes to the development of a culture of belonging across the overall industry.

#### **European Advisory Council**

Objective: Act as the “voice” of the MPI European community in providing recommendations and input regarding the MPI’s European strategy, with a focus on elevating MPI’s Global brand within Europe. Input focuses on membership growth, chapter stability and implementation of event strategies that consistently deliver education, networking and increased business development opportunities for global sponsorship and MPI Foundation.

### **Latin America Advisory Council**

Objective: Act as the “voice” of the MPI Latin America Community in providing recommendations and input regarding the Latin American community and strategy that will elevate the MPI Global brand within Latin America. Input focuses on membership growth, chapter stability and implementation of event strategies that consistently deliver education, networking and increased business development opportunities for global sponsorship and MPI Foundation.

### **Canadian Advisory Council**

Objective: Act as the “voice” of the MPI Canadian community in providing recommendations and input regarding the Canadian MPI community and strategy that will elevate the MPI Global brand within Canada. Input focuses on membership growth, chapter stability and implementation of event strategies that consistently deliver education, networking and increased business development opportunities for global sponsorship and MPI Foundation.

### **Anti-Human Trafficking Committee**

Objective: Develop the strategy and plan to harness and activate the influence of the MPI community in the fight to end human trafficking across all MPI channels (chapters, social, publishing, social media, live events, web), including the development of market messaging, educational programming, social engagement calendar (e.g., social media, e-newsletters, chapter newsletters, etc.), market activation plan (e.g. where MPI is engaged and “shows-up” ; i.e., WEC, EMEC, IMEX, chapter events).

### **RISE Awards Committee**

Objective: Lead the annual promotion and evaluation of RISE awards submissions, ensuring the winners represent the diversity of our community, and make recommendations to the International Board of Directors. Regularly assess the program design, impact and awareness of the RISE awards

### **Young Leaders Advisory Council**

Objective: Assist in the development of strategy and project plans designed to connect young leaders with MPI chapters and MPI global offerings that support those new to the industry and the transition from student to industry professional. Identify key data trends related to young leaders that helps better address their needs and research and identify a mentorship model that best suits MPI and its members. The goal would be to deploy a scalable, economical, and practical solution to be deployed during our 50<sup>th</sup> year, 2022.

### **Volunteer Leadership Recruiting Committee**

Objective: Create a succession plan landscape for volunteers that includes a toolkit for chapters on how to recruit volunteer leadership for their chapters.

## **MPI Management-Governed Advisory Board Options**

*These Advisory Boards have been commissioned by MPI Staff. Their objectives reflect needs identified by specific business units.*

### **Media Review Advisory Board**

Objective: Provide guidance on creating an engaging digital experience for The Meeting Professional; offer insight into content coverage on all MPI editorial publishing platforms (TMP, blogs, e-newsletter, video, podcast); help in the development of content to be developed for MPI's 50th anniversary in 2022.

### **Event Program Review Advisory Board**

Objective: Advise MPI around relevant education through reviewing and validating speaker proposals for MPI's signature event, WEC and act as a sounding board, providing input for topics, advice on speakers, and educational format.

### **Research Advisory Board**

Objective: Provide consultation and recommendations to aid MPI's research initiatives, specifically on new education, industry advocacy, thought leadership, new efforts and expanded partnerships. Serve as facilitators for recommended research efforts, composing, fielding, and providing analytics and data-oriented recommendations. As appropriate, develop white papers for use by MPI as lead gen/thought leadership.

### **Community Advisory Board**

Objective: Leading into the launch year for a restructured MPI Communities and coinciding with MPI's 50<sup>th</sup> anniversary, provide feedback and insights to MPI Global, as it relates to Communities' operations. Offer recommendations to MPI Global on any issues and/or concerns that arise through the Communities, its associated Forum, marketing efforts and/or event activations.

### **Public Relations Advisory Board**

Objective: Provide insights, support and feedback as needed for MPI Global public relations initiatives. Offer potential media relations contacts and exposure, as available.

### **Strategic Partnerships Select Board**

Objective: The purpose of this committee is to identify meeting, event, and travel industry associations for partnership opportunities. Once identified, the committee members would identify specific ways to partner with the group and pursue discussions with key stakeholders based on existing relationships and knowledge of the group. Partnership opportunities could include membership, revenue share concepts, educational projects, key event participation, etc.

### **Emerging Global Markets Advisory Board**

Objectives: The Emerging Global Markets Volunteer Committee works closely with MPI Global marketing, sales and Academy teams to identify new revenue opportunities, membership and educational assets to be developed in non-traditional markets. These markets include, but are not limited to, Asia-Pacific, Africa and Middle East.

## **MPI Foundation Options**

*These councils work with members of their regional community to fundraise and develop programs in support of the MPI Foundation and are governed by the Global Board of Trustees.*

### **EMEA Council**

*Chair responsibility: submit for GBOT Executive committee approval a business plan to achieve annual goals. Direct council activations in support of council and overall MPIF goals*

Objective: actively support the Global Board of Trustees EMEA appointed council chair in the development and implementation of fundraising activities. Responsibilities include engagement with chapters, industry influencers, their own organizations, and professional networks to promote the value of the MPI Foundation to their community and to solicit funds. Council members collaborate to create individual and council fundraising activities including solicitation and acquisition of silent auction items.

### **Canada Council**

*Chair responsibility: submit for GBOT Executive committee approval a business plan to achieve annual goals. Direct council activations in support of council and overall MPIF goals*

Objective: actively support the Global Board of Trustees Canada appointed council chair in the development and implementation of fundraising activities. Responsibilities include engagement with chapters, industry influencers, their own organizations, and professional networks to promote the value of the MPI Foundation to their community and to solicit funds. Council members collaborate to create individual and council fundraising activities including solicitation and acquisition of silent auction items.

### **LATAM Council**

*Chair responsibility: submit for GBOT Executive committee approval a business plan to achieve annual goals. Direct council activations in support of council and overall MPIF goals*

Objective: actively support the Global Board of Trustees LATAM appointed council chair in the development and implementation of fundraising activities. Responsibilities include engagement with chapters, industry influencers, their own organizations, and professional networks to promote the value of the MPI Foundation to their community and to solicit funds. Council members collaborate to create individual and council fundraising activities including solicitation and acquisition of silent auction items.

### **US Council**

*Chair responsibility: submit for GBOT Executive committee approval a business plan to achieve annual goals. Direct council activations in support of council and overall MPIF goals*

Objective: actively support the Global Board of Trustees United States appointed council chair in the development and implementation of fundraising activities. Responsibilities include engagement with chapters, industry influencers, their own organizations, and professional networks to promote the value of the MPI Foundation to their community and to solicit funds. Council members collaborate to create individual and council fundraising activities including solicitation and acquisition of silent auction items.

### **Auction Committee**

Objective: Lead the ongoing solicitation of auction items/packages for the Foundation's key live/silent auction events. Helping to promote the auctions through personal networks that encompass people either in the meetings industry or friends and family. Identify key destinations and build experiences that will be of value to buyers. Soliciting donated items, as well, that are not travel related that add to the quality of items offered at MPI Foundation's Auctions.